

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
CONNECTICUT	3,287,116	3,405,565	3,478,428	3,600,527
MEDIAN AGE (YRS)		37.4	38.3	39.5
NEW HAVEN, CT	1,631,864	1,706,575	1,742,859	1,805,142
MEDIAN AGE (YRS)		37.2	38.0	39.1
HISPANICS (ANY RACE)		187,966	202,123	227,198
STATE'S PERCENTAGE		11.01%	11.60%	12.59%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	1,354,236	1,368,375	1,395,846
MSA'S PERCENTAGE	79.35	80.18	81.79
MEDIAN AGE (YRS)	39.5	40.6	42.2
BLACK/AFRICAN-AMERICAN	181,601	189,645	199,538
MSA'S PERCENTAGE	10.64	11.11	11.69
MEDIAN AGE (YRS)	29.4	30.0	31.0
AMERICAN INDIAN/NATIVE	3,771	4,170	4,839
MSA'S PERCENTAGE	0.22	0.24	0.28
MEDIAN AGE (YRS)	29.5	29.3	29.0
ASIAN	47,909	52,625	60,524
MSA'S PERCENTAGE	2.81	3.08	3.55
MEDIAN AGE (YRS)	30.8	31.5	33.6
HAWAII/PACIFIC ISLANDER	656	689	790
MSA'S PERCENTAGE	0.04	0.04	0.05
MEDIAN AGE (YRS)	28.1	29.1	29.0
OTHER	78,631	85,408	97,050
MSA'S PERCENTAGE	4.61	5.00	5.69
MEDIAN AGE (YRS)	25.0	26.2	27.8

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	531,545	546,552
SUBURBAN	1,211,314	1,258,590
RURAL	0	0

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$61,914	-----	
PER CAPITA	\$33,928	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$35,261,243,000	\$43,282,702,000	22.75%
FOOD AT HOME TOTAL	\$3,709,731,400	\$4,220,570,300	13.77%
FOOD AWAY FROM HOME TOTAL	\$3,656,067,300	\$4,448,966,200	21.69%
FOOD AS % OF TOTAL EXPENDITURES	20.89%	20.03%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$772,267,300	\$891,197,500	15.40%
FISH & SEAFOOD PRODUCTS	\$90,172,800	\$101,136,900	12.16%
FRUITS & VEGETABLES	\$451,121,500	\$503,986,300	11.72%
DAIRY PRODUCTS	\$416,843,500	\$472,272,800	13.30%
BAKERY PRODUCTS	\$434,244,600	\$477,973,600	10.07%
CEREALS & PRODUCTS	\$207,871,000	\$242,387,900	16.60%
PREPARED FOODS	\$513,981,200	\$589,518,500	14.70%
JUICES	\$129,622,900	\$145,704,600	12.41%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$230,160,100	\$312,279,000	35.68%
FAST FOOD	\$102,574,000	\$135,743,300	32.34%
FULL SERVICE	\$127,586,200	\$176,535,700	38.37%
LUNCH	\$830,927,900	\$1,012,310,800	21.83%
FAST FOOD	\$486,353,900	\$580,943,300	19.45%
FULL SERVICE	\$344,573,900	\$431,367,500	25.19%
DINNER	\$1,344,030,600	\$1,669,948,600	24.25%
FAST FOOD	\$458,425,700	\$550,706,800	20.13%
FULL SERVICE	\$885,604,900	\$1,119,241,700	26.38%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,171	\$1,297	10.76%
POULTRY	\$410	\$454	10.73%
EGGS	\$58	\$63	8.62%
FISH & SEAFOOD			
FRESH	\$85	\$90	5.88%
FROZEN	\$30	\$35	16.67%
CANNED	\$21	\$22	4.76%
FRUITS / VEGETABLES			
FRESH	\$505	\$545	7.92%
CANNED	\$76	\$85	11.84%
FROZEN	\$78	\$79	1.28%
OTHER	\$25	\$24	-4.00%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$181	\$195	7.73%
CHEESE	\$173	\$179	3.47%
ICE CREAM	\$104	\$112	7.69%
BUTTER / MARGARINE	\$55	\$66	20.00%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$528	\$560	6.06%
COOKIES	\$91	\$95	4.40%
CRACKERS	\$39	\$41	5.13%
CEREALS & PRODUCTS			
CEREALS	\$174	\$185	6.32%
PASTA PRODUCTS	\$63	\$73	15.87%
FLOUR & MIXES	\$37	\$44	18.92%
RICE	\$42	\$51	21.43%
PREPARED FOODS			
SNACKS/CHIPS	\$129	\$149	15.50%
JUICES	\$197	\$212	7.61%
FROZEN/PREP. OTHER	\$95	\$109	14.74%
SOUPS	\$71	\$82	15.49%
SAUCES & GRAVIES	\$67	\$66	-1.49%
BABY FOOD	\$50	\$55	10.00%
FROZEN MEALS	\$39	\$43	10.26%
NUTS	\$32	\$35	9.38%
SALADS	\$32	\$38	18.75%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch